

# **Vietnam Cosmetics Market By Category (Body Care, Hair Care, Color Cosmetics, Men's Grooming, Fragrances, Others (Talcum Powder, Face Powder, Hair Removal Creams, etc.)), By Distribution Channel (General Stores, Supermarket/ Hyper Market, Specialty Stores, Online Sales Channel, Others (convenience store, departmental store etc.)) By Region, Competition Forecast & Opportunities, 2027**

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## **Abstracts**

Vietnam cosmetics market is bound to experience impressive growth with anticipated CAGR in the forecast period, 2023-2027, on the account of growing beauty industry in the country. Rapidly growing female and male populations inclined toward selfcare and utilizing beauty products for the same is actively driving the growth of the Vietnam cosmetics market in the upcoming five years.

### **Demands For Beauty Products Drive Market Growth**

Increasing demands from the female population majorly is driving the growth of the Vietnam cosmetics market in the upcoming five years. Evolving beauty standards, influences from the social medias, and surging demand for better beauty products are all involved in the futuristic growth of the market in the next five years.

Increasing demands for men's grooming product, rising inclination of men makeup products, acceptance of beauty product usage for male population and growing beauty standards from the Vietnam's and other neighboring country like South Korea, Thailand, China, Japan, etc. also influence the industry growth thereby supporting the

growth of the Vietnam cosmetics market in the next five years.

### Organic Products Support Market Growth

Increasing advancement and product innovations are also substantially driving the growth of the Vietnam cosmetics market in the future five years. Moreover, the consumers are getting highly influenced with the organic and herbal products flooding the market in recent years. Increasing demands for the nature based cosmetic products, that includes skin rejuvenation, skin lightening, decreasing skin age, etc. is further driving the growth of the Vietnam cosmetics market in the upcoming five years.

Advantages of organic, nature based, and herbal products further influences consumer preferences toward them. With increasing concerns over skin diseases, allergic reactions against chemically infused cosmetic products, and rising concerns toward health benefits of the products substantiates the growth of the Vietnam cosmetics market in the next five years.

### Concern Toward Animal Welfare Affects Market Growth

Clinical trials that are conducted over animals to test the effects of the products often causes various side-effects to the test subject animals. Rising concerns over animal welfare and their rights is affecting the growth of the market. Although through technological advancements the cosmetic companies are trying to provide test results without testing their products on animals, although, these rising concerns are expected to affect market growth in future.

### Market Segmentation

The Vietnam cosmetics market is segmented by category, distribution channel, competition landscape, and regional distribution. Based on category, the market is further bifurcated into body care, hair care, color cosmetics, men's grooming, fragrances, and others like talcum powder, face powder, hair removal creams, etc. Market segments on the basis of distribution channel is further fragmented into general stores, supermarket/ hyper market, specialty stores, online sales channel, and others like convenience store, departmental store etc. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among Northern region, Central region, Southern region.

### Company Profile

Beiersdorf Vietnam co., Ltd., Unilever Vietnam, Procter & Gamble Company, Estee Lauder Companies Inc., L'Oréal Group, Shiseido Company Limited, Marico, Star Pacific, Thorakao, Vedette, Skina, among others is a partial list of major market players of the companies responsible for the growth of Vietnam cosmetics market.

#### Report Scope:

In this report, Vietnam cosmetics market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### Vietnam Cosmetics Market, By Category:

Body Care

Hair Care

Color Cosmetics

Men's Grooming

Fragrances

Others

#### Vietnam Cosmetics Market, By Distribution Channel:

General Stores

Supermarket/ Hyper Market

Specialty Stores

Online Sales Channel

Others

#### Vietnam Cosmetics Market, By Region:

Northern Region

Central Region

Southern Region

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Vietnam cosmetics market.

## Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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